

Dorchester Town Council

Job Vacancy

Part Time Tourism Development Officer

Are you passionate about making a difference, interested in Dorchester Heritage, and experienced in working in tourism?

Dorchester Town Council is looking for a part time tourism development officer to drive forward its Heritage Tourism Strategy. Working with and supporting key partners and local tourism businesses, you will be involved in all aspects of the strategic plan including development and maintenance of a tourism website for the town, developing exceptional new visitor experiences, coordinating collaborative social media campaigns, designing, and launching the “Welcome Dorchester” programme for those engaged with visitors, and evaluating success through carefully selected performance measures.

Duration of post: 3-year initial fixed term post

Salary: SCP 22 – 24 £27,041 to £28,672 (Pro rata - £15,348 to £16,273)

Hours: 21 Hours per week – variable and will require attending evening meetings of the Dorchester Town Council Committees and other groups/organisations

Reporting to: Deputy Town Clerk

Responsible for: None

Applications close: 5pm on 26 February 2021.

COVID safe interviews will be held in Dorchester in late March or early April (subject to COVID restrictions).

Interviews will be in two parts. Successful candidates will be required to deliver a short presentation on delivery of an aspect of the strategy – and will be informed of the subject prior to interview. This will immediately be followed by a formal interview.

For more information, please contact: Trevor Hedger, Tourism Strategy Project Manager 07903 453308

DORCHESTER TOWN COUNCIL

Name:

Post: Part Time Tourism Development Officer

JOB DESCRIPTION

Objective of the Post

To manage delivery of the Dorchester Tourism Strategy through:

- Leading on the projects for which the Town Council is the identified lead
- Supporting the projects where others may take the lead
- Working with, reporting to, and acting as administrator and support officer for the Dorchester Tourism Partnership, a specialist delivery subgroup of the Dorchester Joint Heritage Committee or any successor Town Council Committee.
- Reporting to the Dorchester Joint Heritage or other Town Council Committee.

Main Accountabilities

1. To lead delivery of the Dorchester Tourism Strategy, with a particular emphasis to:
 - Deliver and coordinate social media and other marketing campaigns
 - Support encourage and deliver improved relevant web content in local sites working with partners, and manage and maintain any specific town website developed from this strategy
 - Work with local businesses and partners to develop and deliver new visitor experiences and enhance the towns existing offer, taking every opportunity to secure partner and external funds
 - Support volunteer development with Volunteer Dorset and local attractions
 - Develop and monitor locally measured KPIs to monitor progress and growth in tourism in the town and quality of the visitor experience
 - Support others to enable the design and delivery of new Heritage related or other appropriate events in the town
 - Develop and implement both a brand for the town, and a long-term tourism vision to which all can relate.
2. To support the Dorchester Tourism Partnership, a specialist delivery subgroup of the Dorchester Joint Heritage Committee or any successor Town Council Committee by:
 - Encouraging and maintaining the vitality of the Dorchester Tourism Partnership membership and supporting members ability to participate
 - Reporting on the success of action, and taking guidance and securing commitment on future activity
 - Supporting and encouraging members of the partnership to take a lead on action
 - Coordinating activity amongst partnership members and the town's visitor economy
3. To work with relevant partners such as Dorset Tourism Association, Visit Dorset/Dorset Council, Dorchester Chamber for Business, and Dorchester Business Improvement District.
4. To manage any financial resource made available for the project by the Dorchester Town Council in accordance with the town councils' financial regulations. To act in an open and transparent manner in matters of procurement, in accordance with any town council procurement or other strategy.

TERMS OF APPOINTMENT

Duration of post:	3-year initial fixed term post
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Hours:	21 Hours per week – variable and will require attending evening meetings of the Dorchester Town Council Committees and other groups/organisations
Reporting to:	Deputy Town Clerk
Responsible for:	None

PERSON SPECIFICATION

Criteria	Requirement	Essential/ Desirable
Skills		
Project Management	Able to manage a complex multi-client project, including management of resources and priorities. Able to manage budgets and deliver projects to cost.	Essential
Partnership working	Ability to build and maintain relationships within multi-organisations public and private partnerships	Essential
Negotiating and Influencing	Able to manage intra-stakeholder and stakeholder-supplier relationships	Essential
Communication	Ability to communicate effectively with stakeholders with a diverse range of interests and needs	Essential
Listening and Analytical	Able to absorb data and information from a range of sources and analyse it efficiently to aid development of the project	Desirable
Presentation	Ability to write and present precise and unambiguous documents in a lucid and enthusiastic way	Desirable
Knowledge & Experience		
Marketing	Knowledge and experience of using social media for marketing activity, writing content for websites including search engine optimisation techniques, and producing successful press releases	Essential
Local	Knowledge of Dorchester and how the partner organisations in the town work and wider area together	Essential
Governance	Understanding of local government governance arrangements and how they need to be observed. Experience of procurement processes	Desirable
Business	Understanding of the needs and motivations of businesses and how to encourage them to take advantage of Heritage tourism opportunities	Desirable
Tourism Development	Experience of development of new tourism products and experiences, both directly and indirectly	Desirable

Fundraising	Experience of preparing fundraising bids for government, lottery and related bodies	Desirable
Personal		
Flexible	Willing to work flexibly to meet the needs and resource peaks and troughs of the project	Essential
Confident	Able to project the ambitions of the project confidently and in a way which inspires confidence. Willing to challenge existing practices. Able to work alone and unsupervised.	Desirable
Personable	Creating a positive atmosphere which encourages stakeholders to engage with the project	Desirable
Enthusiastic	Personally interested in the outcome of the project and its long term potential	Desirable



DORCHESTER TOWN COUNCIL

JOB APPLICATION FORM

Please complete in black ink and return to the address on the back page either by e-mail or post

Please do not use staples for additional information sheets of paper

All the sections of this form should be completed

VACANCY DETAILS

Appointment of part time Tourism Development Officer	Closing Date: 5.00pm 26 February 2021
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Where did you see the advertisement?

PERSONAL DETAILS

Surname:	First Names:	
Home Address:	Telephone Numbers/E-mail addresses:	
Postcode:	Private: Work: Mobile: E-mail: Can we contact you at work? YES / NO	
NI Number:	Preferred Title:	Valid Driving Licence: YES / NO / PROV Penalty Points: YES / NO No. Car Owner: YES / NO

Are you related to (or are you the spouse/partner of) any employee of Dorchester Town Council? **YES / NO**
If yes please give details:

Canvassing will disqualify your application or make you liable to dismissal if appointed.

EDUCATION AND TRAINING

From	To	Schools, Colleges, University, etc attended (latest first)	Qualifications attained (with grades)

MEMBERSHIP OF PROFESSIONAL INSTITUTIONS

Organisation	Membership Status	Date Awarded

EMPLOYMENT HISTORY (most recent jobs first)

Please indicate all previous positions held (including any with this Council) **starting with the most recent.**

Present Position:		Present Employer:
		Location:
Date Started:	Current Salary: Benefits:	Reason for wishing to leave:

From	To	Previous Positions	Employer and Location	Reason for Leaving

NOTICE

Please state the period of notice you are required to give to your present employer:

REFERENCES

Please provide two referees with knowledge of your work / character. One must be your current or most recent employer. If you have worked for your current employer for less than 6 months please attach another referee's name who must be a previous employer. If one of your referees is a personal one the referee should not be related to you in any way. References will be taken up in confidence.

a) Employer

Name

Job Title

Address

.....

Phone **E-mail**

Can we contact this referee prior to interview? YES / NO

b) Other referee

Name **Relationship to you**

Job Title

Address

.....

Phone **E-mail**

Can we contact this referee prior to interview? YES / NO

SPARE TIME ACTIVITIES

ADDITIONAL INFORMATION

Please give details of any convictions other than those which are 'spent' under the provisions of the Rehabilitation of Offenders Act 1974. Failure to disclose such convictions could result in dismissal. Any information given will be treated in the strictest confidence.

MEDICAL INFORMATION

Please state how many days sickness absence you have taken in the last 2 years, giving reasons. This also applies to periods of unemployment when you would have been unfit for work.

1. I confirm that the above information is complete and correct and that any untrue or misleading information will give my employer the right to terminate any employment contract offered.

2. I understand that the Council reserves the right to require me to undergo a medical examination. (Should we require further information and wish to contact your doctor with a view to obtaining a medical report, the law requires us to inform you of our intention and obtain your permission prior to contacting your doctor). I understand that this information will be retained in my personnel file during employment and for up to six years thereafter and understand that information will be processed in accordance with the Data Protection Act 1998 and I give my consent to this. Data may therefore be passed to other members or officers of the Council who require my information for legitimate business purposes.

3. I agree that should I be successful in this application, I will, if required, apply to the Criminal Records Bureau/Disclosure Scotland for a basic disclosure. I understand that should I fail to do so, or should the disclosure not be to the satisfaction of the Council any offer of employment may be withdrawn or my employment terminated.

Signed

Date

Completed applications should be sent to:

The Town Clerk, Dorchester Town Council, 19 North Square, Dorchester, Dorset. DT1 1JF

or: **E-mail:** admin@dorchester-tc.gov.uk